



POSITION DESCRIPTION

Florey Department of Neuroscience and Mental Health
Faculty of Medicine, Dentistry and Health Sciences

Strategic Communications Manager, Australian Dementia Network (ADNeT)

POSITION NO	0050205
CLASSIFICATION	UoM 9
SALARY	\$139,693 - \$145,339 (<i>pro rata for part-time</i>)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time or Part-time (0.8 - 1.0 FTE)
BASIS OF EMPLOYMENT	Fixed Term appointment from 15 July 2024 to 15 July 2025
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Cherry Ann Santos Tel +61 3 9035 3663 csantos@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Acknowledgement of Country

The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi Wurrung and Bunurong peoples (Burnley, Fishermans Bend, Parkville, Southbank and Werribee campuses), the Yorta Yorta Nation (Dookie and Shepparton campuses), and the Dja Dja Wurrung people (Creswick campus).

The University also acknowledges and is grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey.

We recognise the unique place held by Aboriginal and Torres Strait Islander peoples as the original owners and custodians of the lands and waterways across the Australian continent, with histories of continuous connection dating back more than 60,000 years. We also acknowledge their enduring cultural practices of caring for Country.

We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous knowledge in the Academy. As a community of researchers, teachers, professional staff and students we are privileged to work and learn every day with Indigenous colleagues and partners.

Position Summary

The Strategic Communications Manager - [Australian Dementia Network](#) (ADNeT) is accountable for the development and implementation of ADNeT's communications strategy that enable exemplar program delivery.

The role provides strategic support and advice to the ADNeT Management on diverse communication and engagement issues within a complex environment. The incumbent will lead close collaboration with the ADNeT Team across Australia to deliver high quality, fit-for-purpose and coherent ADNeT message on all Program communications, stakeholder and public engagement activities. The role will be responsible for increasing awareness on ADNeT in the dementia research community and public.

To be successful in this role, the candidate should have a track record of delivering high quality change communications within a program environment, gained within large complex environment. You will be responsible for understanding the ADNeT Program objectives and impact on both internal and external stakeholders.

The position reports to the ADNeT Chief Operating Officer (COO) and is expected to develop strong and cooperative relationships with a broad range of internal and external stakeholders within ADNeT's extensive partner network of Universities and research organisations.

ADNeT is a \$20 million grant from the: (i) National Health and Medical Research Council (NHMRC) National Institute of Dementia Research Boosting Dementia Research Fund; (ii) Yulgilbar Foundation and (iii) The Wicking Trust. Launched in July 2018, ADNeT brings together Australia's leading dementia researchers, people living with dementia and their carers, community groups, industry and philanthropic organisations to accelerate progress in dementia diagnosis, prevention, treatment and care. The ADNeT program comprises three major initiatives – Registry, Clinics and Screening and Trials, supported by two enabling initiatives, Technology and Business. The ADNeT Central Governance Office (CGO) oversees program implementation. This position sits within the CGO.

We foster a values-based culture of innovation and creativity to enhance the research performance of the University and to achieve excellence in teaching and research outcomes. We invest in developing the careers and wellbeing of our students and staff and expect all our leaders to live our values of:

- Collaboration and teamwork
- Compassion
- Respect
- Integrity
- Accountability

1. Key Responsibilities

- ▶ Develop and implement the ADNeT Communications Program with clear message, aligned multi channel communications, timelines, deliverables, KPIs and budget in support of ADNeT priorities.
- ▶ Provide specialist strategic advice to the ADNeT Management Committee on Communications Program implementation and innovation.
- ▶ Identify significant communication program risks and mitigation strategies
- ▶ Engage with critical partners including the Australian Government, Dementia patients and carers, Researchers and Clinicians to promote Australia's single biggest grant on dementia
- ▶ Build a strong collegiate environment amongst scientific and research partners across Australia, as well as ADNeT's National Team
- ▶ Maintain and enhance strong, cooperative and professional working relationships with all stakeholders including leadership team, to facilitate the exchange of information and ensure a cohesive approach to deliver seamless, integrated communications across channels and platforms.
- ▶ Manage end to end communications: identifying key audiences and their information needs, designing communication materials for presentation and distribution, advising the Program Team on communications structure, content and integration
- ▶ Manage the development of content for a broad range of communications initiatives and collateral.
- ▶ Review ADNeT website to ensure relevance and usefulness to target audience
- ▶ Advise, develop, disseminate and evaluate information products (such as newsletters, blogs, webpages, brochures, reports, briefs, social media, etc) tailored to target audiences
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Tertiary qualifications in Communications or related discipline and extensive relevant experience
- ▶ Expert knowledge of strategic communications planning and execution
- ▶ Demonstrated experience in provision of strategic advice to Management
- ▶ Demonstrated leadership and communication skills
- ▶ Demonstrated mastery of written and verbal communication appropriate for different channels.

- ▶ Extensive experience and ability to build strong relationships with a wide range of internal and external stakeholders with the ability to influence and manage multiple stakeholders
- ▶ Proven ability to successfully lead and manage competing priorities in a complex environment to deliver within a defined timeframe and budget
- ▶ Ability to translate complex ideas into simple messages
- ▶ Ability to travel interstate

2.2 DESIRABLE

- ▶ Familiarity with key dementia stakeholders in Australia
- ▶ Experience in dementia and/or other health projects

3. *Job Complexity, Skills, Knowledge*

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The role reports directly to the ADNeT COO. A high level of independence and strategic thinking to deal with complex issues and relationships is required in this role. The person must be able to perform and/or supervise multiple activities which are clear as to objective and content, collaborative, proactive, resourceful and have outstanding stakeholder and organisational management skills to effectively deliver success outcomes.

3.2 PROBLEM SOLVING AND JUDGEMENT

The role requires a high level of judgement, influencing skills, discretion and maturity in dealing with Senior and diverse stakeholders including Executive, staff, clinicians, researchers, consumers and partner institutions. The incumbent will have an excellent ability to motivate and influence a wide range of people, prioritise and manage multiple activities, be adaptable and responsive to changing circumstances, and use effective approaches to achieve strategic goals and objectives. The role provides advice to the ADNeT Trials Initiative Leads and Chief Investigators on complex and sensitive issues and problems.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The role requires an in-depth knowledge and understanding of dementia research to deliver positive outcomes and contribute to the advancement of ADNeT's objectives.

3.4 RESOURCE MANAGEMENT

The role is required to manage resources efficiently and effectively, in line with University policies and procedures, and with approval from the ADNeT Director and/or COO.

3.5 BREADTH OF THE POSITION

The role will be required to undertake a variety of complex decision making, guided by ADNeT's mission and objectives. The role will be required to provide strategic and operational input based on strong and collaborative relationships with a broad range of internal and external stakeholders.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

Florey Department of Neuroscience and Mental Health details:

<https://mdhs.unimelb.edu.au/our-organisation/institutes-centres-departments/florey-department-of-neuroscience-and-mental-health>

The Florey is part of the Melbourne Biomedical Precinct, fostering relationships with international government and scientific leaders. Its proximity to Austin Health and the Royal Melbourne Hospital provides access to patients and clinical expertise. Florey researchers collaborate across disciplines, with 70% focused on basic science and 30% on translational research, investigating a range of diseases including epilepsy, stroke, Alzheimer's, Parkinson's, multiple sclerosis, and mental health disorders. The institute offers world-class research platforms such as imaging technology, histology, bioinformatics, statistics, decision-making analysis, a brain bank, and clinical trials.

6.2 FACULTY OF MEDICINE, DENTISTRY & HEALTH SCIENCES

www.mdhs.unimelb.edu.au

The Faculty of Medicine, Dentistry & Health Sciences has an enviable research record and is the University of Melbourne's largest faculty in terms of management of financial resources, employment of academic and professional staff, teaching of undergraduate and postgraduate (including research higher degree) students and the conduct of basic and applied research. The Faculty's annual revenue is \$630m with approximately 55% of this income related to research activities.

The Faculty has a student teaching load in excess of 8,500 equivalent full-time students including more than 1,300 research higher degree students. The Faculty has approximately 2,195 staff comprising 642 professional staff and 1,553 research and teaching staff.

The Faculty has appointed Australia's first Associate Dean (Indigenous Development) to lead the development and implementation of the Faculty's Reconciliation Action Plan (RAP), which will be aligned with the broader University – wide plan. To enable the Faculty to improve its Indigenous expertise knowledge base, the Faculty's RAP will address Indigenous employment, Indigenous student recruitment and retention, Indigenous cultural recognition and building partnerships with the Indigenous community as key areas of development.

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 ADVANCING MELBOURNE

The University's strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University's commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.

- ▶ We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.
- ▶ We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.
- ▶ We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.

- ▶ We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne's academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes; place, community, education, discovery and global.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>